

PHILIP MORRIS USA

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Alexandra Shapiro

DATE: May 28, 1996

FROM: Donna Hingst

SUBJECT: MARLBORO MUSIC MILITARY ROP ADS - English Version

CREATIVE BRIEF

Brand Name:	MARLBORO
Project Title:	MARLBORO MILITARY ROP ADS (English)
Market/Dates:	See Attached
Issued By:	Donna Hingst
Date Issued:	May 28, 1996
Due Date:	See Below

I. Statement of Purpose:

Marlboro Music is seeking creative concepts for ROP Ads to heighten Marlboro Music's participation in the 1996 Marlboro Music Military Tour.

II. Program Objective:

- To expand awareness of the upcoming Marlboro Music concerts;
- To entice incremental unit sales;
- To generate product trial and repeat purchase;
- To gain and maintain brand loyalty; and,
- To revert sales to full-margin category against a strong generic competitive field.

III. Program Strategies:

- To reinforce brand position and imagery against a growing generic business; and,
- To extend Marlboro's participation and leadership position, we will present popular Country, R&B, Rock and Hispanic artists on the Marlboro Music stage.

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IV. Executional Considerations:

A layout will be needed with the following copy information:

Header:	Marlboro Music Logo
Event Name:	See Attached
Date, Location, and Showtime:	See Attached
Talent Lineup:	See Attached

Please follow the order and billing sizes attached for your reference, which indicates the layout, spelling and wording.

NOTE:

- **Los Temerarios and La Mafia logos must be used and have been previously provided to Sylvia Cruz for our Hispanic ROP ads. If you need another stat please let me know asap.**

V. Concert/Ticket Information:

See Attached

VI. ROP Ad Size/Copy:

ROP Ad size to be determined by Leo Burnett Media Department in conjunction with the Philip Morris Military Advertising Plan.

Ad copy should follow last year's Military ads, (Marlboro Music presents) - list show dates and talent).

We should list the artist in the order shown on attached. See above note for size and logo needs.

Ad copy to be in English.

VII. Suggested Publications For Placements:

- See Attached

VIII. Detailed Due Dates:

Art and keyline due by June 10 for review.

cc: I. Broeman
✓ J. Fontanez
K. McGrath
E. Moore
S. Norris
S. Sampson
N. Suter
T. Young

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